

TERRIE O'CONNOR

REALTORS

Terrie O'Connor Realtors begins New QR Code Campaign!



What are these barcodes that keep popping up in newspapers, postcards and magazines? QR Codes, Quick-Response codes are two dimensional barcodes that contain information that can be read once scanned by a smartphone. Larger companies such as Lexus and Calvin Klein have been integrating QR codes into their marketing campaigns because it is such a great way to incorporate print advertising and online marketing. Terrie O'Connor Realtors is excited to be one of the first Real Estate companies in the area to launch this marketing channel as a part of their advertising.

How do you use a QR code? If you have an iPhone, Andriod or blackberry, simply adding a free Barcode Scanner and Reader application will give you access to all of the information these codes hold. Newer smartphones have QR code readers already built into them. For iPhones, try the "QR Code Reader and Scanner," for Androids, use "Barcode scanner" and for Blackberry users, try "ScanLife". Newer Blackberries have a scan feature in Blackberry Messenger (BBM) already installed into the phone. Once you open the app, direct the camera at the QR code and after a couple of seconds the contents will open directly on your phone.

Matthew Ferrara, a well respected teacher, author and philosopher in the real estate industry, explains that QR codes are beneficial because "They provide consumers with a ready-to-go and low-risk tool to receive additional information other than email, registration pages or downloads."

Once you have your free mobile application, test it with the QR code in this article! You will see how easy it is to use and just how much information you can have at your fingertips in a matter of seconds. Also look for more Terrie O'Connor Realtors QR codes in your local paper.